



APD NEWS

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FOR IMMEDIATE RELEASE

February 5, 2010

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Freiker Program kicks off with Bike Parade led by APD Chief Acevedo

On Friday, February 5, 2010 at 3:45 p.m. the Freiker (FREquent bIKER) program will kick off with a bike parade around Sommer Elementary School. The parade will be led by APD Chief Art Acevedo, Principal Mark Pratz, RRISD Superintendent, Jesus Chavez, Phd, and other celebrities.

Following the parade, helmets will be distributed, while volunteers from Bicycle Sport Shop, Austin Cycling Association and Trek Bikes will offer bike safety checks and helmet fittings, followed by a bike Rodeo. RFID chips will be distributed to all participants at the event. Freiker partners and supporters in attendance are Trek Corporate Director of Advocacy and Public Policy - Krista Rettig, CEO of Freiker - Tim Carlin, All About Health CEO- Jen Ohlson, Sommer Elementary Principal - Mark Pratz, Austin Cycling Association, and Director of Advocacy for Bicycle Sport Shop - Leslie Luciano.

Freiker Program Bike Parade

Friday, February 5, 2010

3:45 p.m.

**Sommer Elementary School
16200 Avery Ranch Boulevard
Austin, TX 78717**

On Thursday, January 14, 2010 Round Rock ISD's Patsy Sommer Elementary launched a new program that supports and encourages students to ride their bikes to school. The Freiker (FREquent bIKER) program uses innovative radio frequency ID (RFID) technology to automatically record each child's bike trip to school. Sommer Elementary is the first school in Texas to use this revolutionary program to encourage transportation alternatives to and from school.

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